

Message Text

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SUBJECT: PROPOSED COMPREHENSIVE MARKET SURVEY

1. COMMERCE/STATE PLANNING COMPREHENSIVE SURVEY OF IRANIAN MARKET FOR USE AS A MARKET PLANNING GUIDE FOR AMERICAN FIRMS AND GOVERNMENT ON MAJOR EXPORT SALES OPPORTUNITIES. ALSO, IT WOULD AID THE BUSINESS PLANNING OF SUPPLIERS OF SERVICES, SUCH AS ENGINEERS, CONSULTANTS, AND FINANCIAL INSTITUTIONS. THE SURVEY WILL PROVIDE BOTH A READY REFERENCE OF FACTS AND FIGURES AND A GUIDE TO GROWTH POTENTIAL THROUGH 1980 IN EACH OF THE IMPORTANT SECTORS OF THE IRANIAN ECONOMY. THE STUDY WILL BE COMPREHENSIVE IN THAT IT WILL COVER MOST AREAS OF INTEREST TO U.S. BUSINESS, INCLUDING PIVOTAL INDUSTRIES HAVING A SIZEABLE IMPACT ON THE ENTIRE COUNTRY MARKET. ADDITIONALLY, IT COULD BE A SIGNIFICANT FACTOR IN HELPING US ACHIEVE USIRJC TRADE OBJECTIVES.

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2. WE BELIEVE THAT THIS SURVEY WILL FILL A REAL GAP IN

DATA PRESENTLY AVAILABLE TO BUSINESS EXECUTIVES AND MARKETING MANAGERS WHOSE DECISIONS WILL VITALLY AFFECT THE FUTURE SUCCESS OF U.S. BUSINESS RELATIONSHIPS IN IRAN. IT WILL BE OF GREAT ASSISTANCE ALSO TO COUNTRY BRIEFING OFFICERS AND EXPORT DEVELOPMENT PLANNING IN WASHINGTON,

AS WELL AS TO ECONOMIC/COMMERCIAL OFFICERS AT THE EMBASSY. A NEED FOR A COMPREHENSIVE STUDY OF THE IRANIAN MARKET FOR U.S. GOODS AND SERVICES WAS RECOGNIZED IN THE PILOT CCP PREPARED TWO YEARS AGO, AND WAS REITERATED IN THE FY-75 CCP.

3. SURVEY WOULD BE SIMILAR TO "BRAZIL": SURVEY OF U.S. EXPORT OPPORTUNITIES", SENT TO POST UNDER SEPARATE COVER THIS WEEK, AND WOULD RECEIVE WIDE DISSEMINATION THROUGH PUBLICATION AND OTHER MEANS DESIGNED TO INCREASE AWARENESS AND RESULT IN ACTION BY MARKETING EXECUTIVES AND U.S. GOVERNMENT TO MAXIMIZE U.S. SALES.

4. THE SURVEY WOULD BE PERFORMED BY A 5 MEMBER STATE/COMMERCE TEAM, NOW BEING ASSEMBLED, WHICH WOULD SCHEDULE APPROXIMATELY NOV-DEC WASHINGTON PLANNING PERIOD, JAN-FEB-MARCH IRAN FIELD ANALYSIS PERIOD AND APRIL WASHINGTON FINAL DRAFTING PERIOD.

5. IT IS ANTICIPATED THAT THE EXPERIENCE, KNOWLEDGE AND RESOURCES OF THE POST WILL MAKE A VITAL CONTRIBUTION TO THE ACHIEVEMENT OF THE PROJECT OBJECTIVES. WHILE IN COUNTRY, THE TEAM WILL BE UNDER THE GENERAL GUIDANCE OF THE ECONOMIC/COMMERCIAL COUNSELOR WHO WILL PROVIDE

ADVICE AND COUNSEL ON THE PROJECT AND ASSIGN WORK TO BE PERFORMED BY THE ECONOMIC/COMMERCIAL STAFF. TEAM WOULD PLAN TO WORK WITHOUT MAJOR INPUT FROM ECONOMIC/COMMERCIAL STAFF, BUT SOME LIMITED INPUT WOULD BE NEEDED IN PLANNING, COORDINATION AND REVIEW, AS WELL AS SOME ADMINISTRATIVE ASSISTANCE. PLANS INCLUDE HIRING OF CLERICAL/TRANSPORTATION NEEDS WITH EMBASSY ASSISTANCE; FOLLOWING GENERAL TYPES OF ASSISTANCE ARE ALSO REQUESTED: A) SUITABLE U.S. GOVT. OFFICE SPACE
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FOR 5 RESEARCHERS AND TWO SECRETARIES TO BE HIRED,
B) SELECTION OF TWO SECRETARIES AND TWO VEHICLES WITH DRIVERS, C) SELECTION AND RESERVATION OF SUITABLE HOUSING, D) LISTS OF INTERVIEW CONTACTS, E) GATHERING OF DOCUMENTS AND DATA WHICH WERE NOT AVAILABLE IN WASHINGTON, F) ADVICE OF TEAM REGARDING ACQUISITION, STRUCTURE, CONTENT, LIMITATIONS AND INTERPRETATION OF IRANIAN STATISTICAL DATA AND

OTHER INFORMATION, G) REVIEW OF DRWFTS OF SURVEY
REPORTS. MORE DETAILED INFORMATION ON THESE REQUESTS
FOR POST ASSISTANCE IN COORDINATION WILL BE TREATED
IN THE RESEARCH DESIGN AND SENT TO THE POST IN NOVEMBER.

6. WHILE THE PROJECT HAS OBVIOUS ADVANTAGES FOR THE

AMERICAN BUSINESS COMMUNITY AND FUTURE PROGRESS IN
TRADE PROMOTION FOR IRAN, COMMERCE WILL NOT PROCEED

WITH THIS PROJECT UNTIL POST GIVES ITS FULL CONCURRENCE.

REPLY REQUESTED WITHIN ONE WEEK SO THAT TEAM CAN BEGIN
IN DEPTH ADVANCE AORK IN WASHINGTON TO MINIMIZE TIME
IN FIELD. INGERSOL

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